

ATTACHMENT D



UDO Text Amendment



Tracking Information (Staff Only)

Case Number: 1C1100009 Date: 7/29/11 Article: 11

Applicant

Name: Michael B. Batts, HadenStanziale

Telephone: (919) 286-7440

Address: 2200 W. Main St. Suite 560

Fax: 919 286-7889

City/State/ZIP: Durham, NC 27705

Email: mbatts@hadenstanziale.com

Signature/Date _____

Requested Change

Describe what you want to change in the ordinance and why:

We are proposing to amend UDO Article 11 Sign Standards to allow the placement of off-premise directional signs within Planned Districts that have a common plan of development. Currently, the Ordinance does not allow comprehensive directional signage systems within Planned Districts. However, Planned Districts with multiple internal destinations are difficult for visitors to navigate without directional signage. Therefore, we are proposing a text amendment that will allow the installation of these sign types outside of the right-of-way.

We have provided draft language below that further explains our intent.

"Developments within Planned Districts may erect off-premise directional signs identifying sub-developments within the District. Sub-developments may include but not be limited to businesses, retirement centers, multifamily projects, office buildings. Any sub-development identified on the off-premise signage must have an approved Site Plan of record and must be developed through a common plan of development. The directional signs may not exceed thirty-two (32) square feet in size or twelve (12) feet in height. The directional signs may include one logo or development name under which all places to be directed fall under. All signs associated with the Planned District shall be approved as part of a common signage plan in conformance with the requirements of Sec. 11.8, Elements of a Common Signage Plan. "

Fees (Staff Only)

Date: 7/29/11

Staff: T. Danner

Account: 810
Account: 802

Fee: 3505.00

(400 credit)

David Beischer

From: Medlin, Steve [Steve.Medlin@durhamnc.gov]
Sent: Friday, July 22, 2011 10:43 AM
To: Michael Batts; Mullen, Julia; Danner, Teri
Cc: David Beischer; gstanziale@hadenstanziale.com
Subject: RE: Text Amendment Application to amend sign ordinance

Michael,

Please follow the appropriate text amendment submittal process by coordinating with Teri Danner and Julia Mullen as defined in the following link:

http://www.durhamnc.gov/departments/planning/text_amendment_overview.cfm

As I indicated in our meeting I would give a \$ 400 credit toward the \$3,905.00 fee for a text amendment but the residual amount of \$3505 will need to be paid (see

http://www.durhamnc.gov/departments/planning/pdf/planning_fees_070110.pdf

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From: Michael Batts [mailto:mbatts@hadenstanziale.com]
Sent: Friday, July 22, 2011 10:36 AM
To: Medlin, Steve
Cc: 'David Beischer'; gstanziale@hadenstanziale.com
Subject: Text Amendment Application to amend sign ordinance

Steve,

Based on our discussions with you about the directional signage at Croasdale Farm, it was decided that we would submit a text amendment application.

Attached is the text amendment application to amend the sign ordinance to allow off-premise directional signage systems within Planned Districts.

Please advise if you feel the attached text amendment application is suitable to move forward to the review process.

Also, you had mentioned that the application fee would be credited since David already paid a \$400 fee for the license agreement that was ultimately dis-allowed.

Please advise if the app. fee will be credited.

From: [Kajohn, Charles](#)
To: [Danner, Teri](#)
Cc: sidol@hagersmith.com; Lacy Reaves
Subject: Text change Issue- Creekstone Park signage
Date: Friday, September 30, 2011 10:25:42 AM
Attachments: [Creekstone Sign Elev.pdf](#)
[AT11-121a.pdf](#)
[Proposed text change.pdf.pdf](#)

Teri,

I am attaching two drawings of the proposed Office Park signs at Creekstone Park. The first drawing is a color elevation of the sign. The second is an actual shop drawing from the sign company. Our intent was to replace two existing signs in the medians at the entrances to our office park. One entrance is at Page Road and Creekstone Drive and the other is at Slater Road and Creekstone Drive. We have had existing signs in these medians for approximately 25 years since 1986.

In addition, I am attaching a proposed text change amendment that we trust would be acceptable.

My understanding of our signage issue in Durham pertains to two separate issues.

1. Permitting an Office Park identification sign in the Median (ROW) of a public street.
2. Allowing tenant identification on an Office Park sign because this is deemed as Off-Premise signage.

My understanding of Item 1 is as follow:

The UDO has a specific procedure for allowing signs in the median or ROW by submitting and receiving approval in the form of a License Agreement. This is then accomplished on a case by case basis. We would suggest that the UDO be amended to allow this provided that certain conditions are met. (Break-away foundations and liability insurance).

I am sending you by separate email copies of sign ordinances of several municipalities that do allow signs in the medians.

My understanding of item 2 is as follows:

The UDO does not allow Off-premise signage. I understand the critical issue has been one of not allowing "advertising" signs off-premise. We do not believe that identifying a tenant on an office park sign is advertising. It is simply an identity sign. Other municipalities do allow this and restrict the number and size of tenant names by line type and size. I will be sending you next week several pictures of similar type signs by separate email.

I trust this will help in your effort.

Thanks for your consideration and please let me know if I can provide any assistance with this effort.

CK